



Strategic Marketing: Creating Competitive Advantage

Douglas West, John Ford, Essam Ibrahim

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The third edition of Strategic Marketing examines the ways in which companies create and sustain their competitive advantage. Utilizing a robust marketing strategy framework, it covers each of the central questions in the popular "WWHD" model: Where are you now? Where do you want to be? How will you get there? Did you get there? This framework provides students with the tools and techniques to assess the role of marketing strategy in an organization, and to evaluate its impact and contribution. This text is accompanied by an Online Resource Centre which provides: For students: Chapter summaries Internet exercises Key themes and further reading Web links For lecturers: Additional case studies Guide to additional case studies Answers to case questions Case analyses and teaching notes PowerPoint slides Test bank Links to video clips on strategic issues

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